April 2020

COVID-19 and Industry Reputation

April 20th to 22nd, 2020 | April 2020

Understanding the Impact of COVID-19 on industry reputation

April 22, 2020

COVID-19 is having dramatic effects on our society and our economy. We won't know the longer-term implications of this outbreak for months to come.

The way businesses respond to COVID-19 can have consequences, both good and bad. Reputations can be made or broken. How is the public judging business so far?
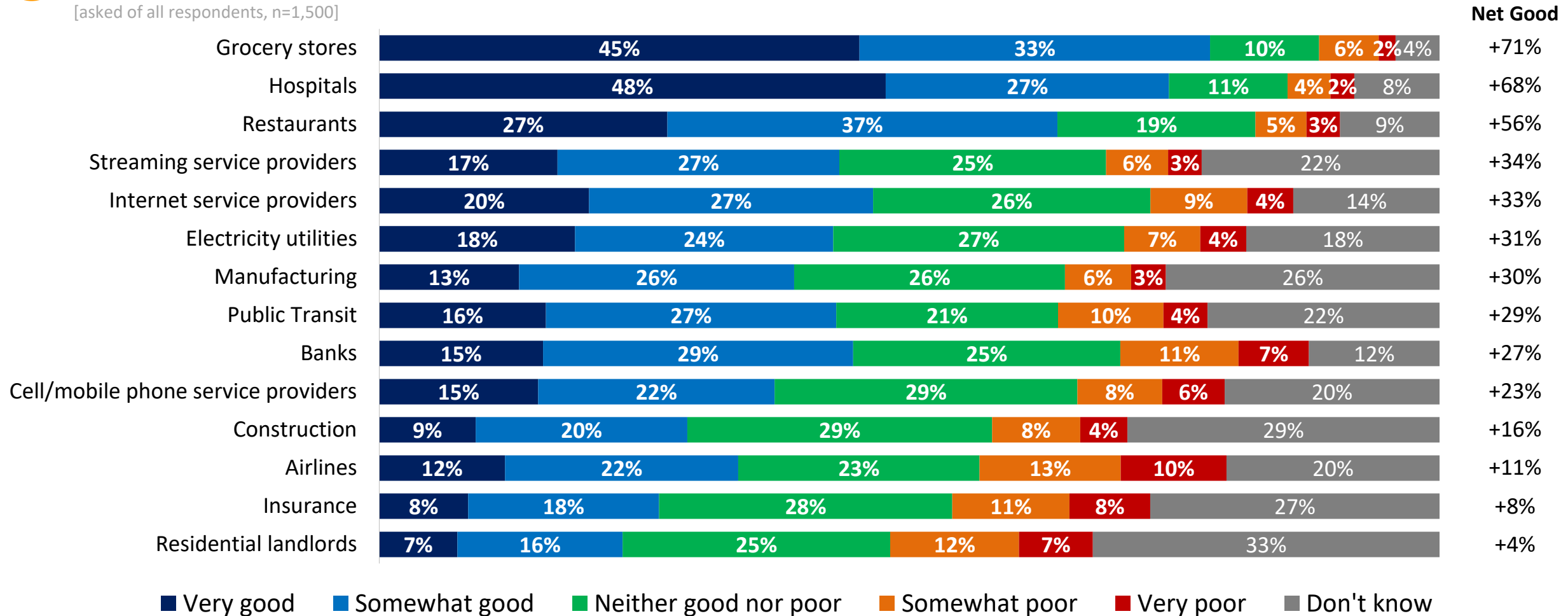
In our latest wave of COVID-19 surveys, we explored the impact the outbreak is having on the reputation of several key industries in Canada. We find that although no industries are seeing a negative impact from their actions during outbreak, there are still important differences to highlight.

Detailed Results: Nearly half say grocery stores and hospitals have had a very good response to the challenges of the COVID-19 crisis
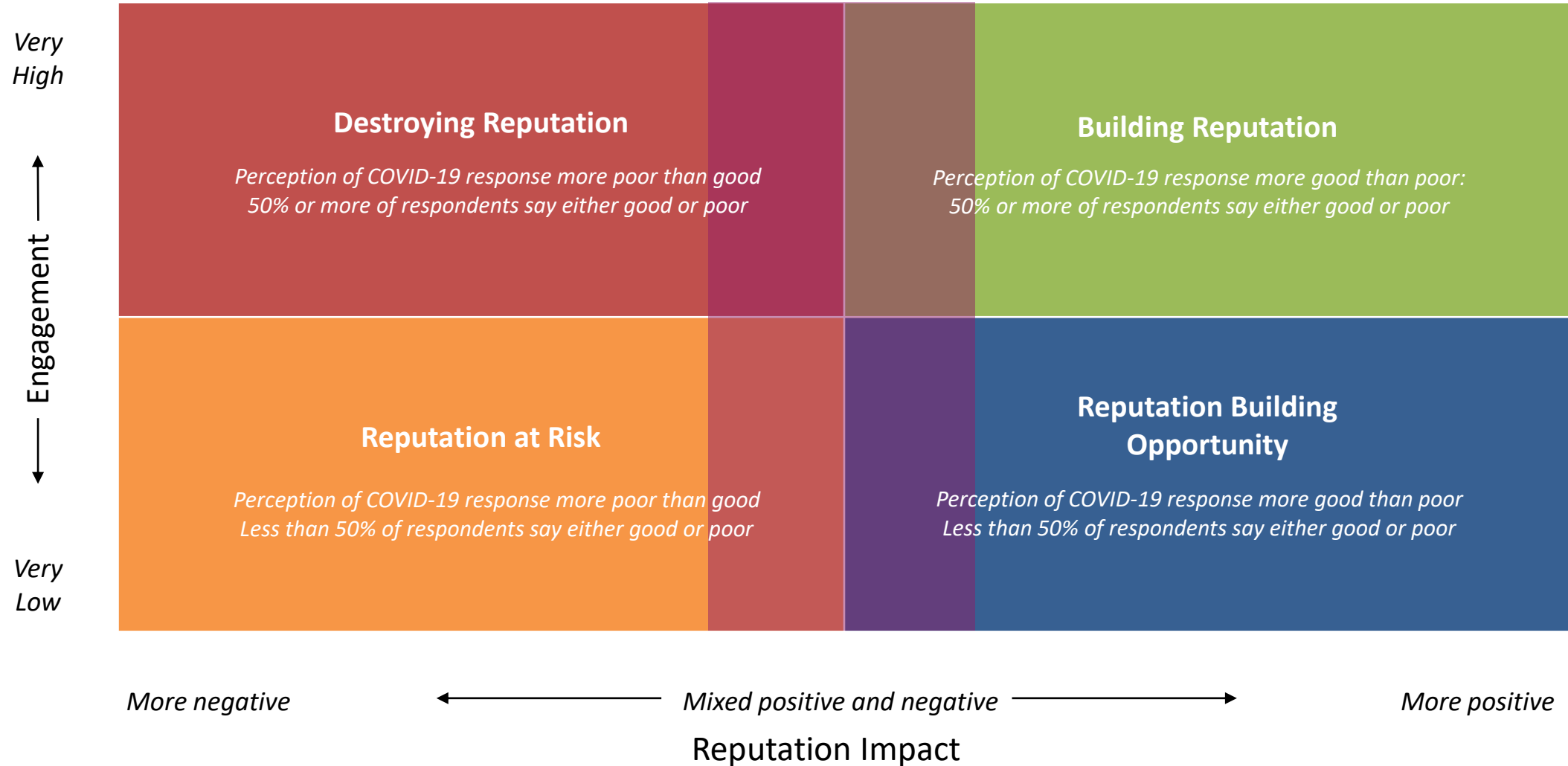
Q Based on what you have read, seen, or heard, would you say each of the sectors below has done a good job or a poor job of responding to the challenges of the COVID-19 crisis?
[asked of all respondents, n=1,500]

Sector	Very good	Somewhat good	Neither good nor poor	Somewhat poor	Very poor	Don't know	Net Good
Grocery stores	45%	33%	10%	6%	2%	4%	+71%
Hospitals	48%	27%	11%	4%	2%	8%	+68%
Restaurants	27%	37%	19%	5%	3%	9%	+56%
Streaming service providers	17%	27%	25%	6%	3%	22%	+34%
Internet service providers	20%	27%	26%	9%	4%	14%	+33%
Electricity utilities	18%	24%	27%	7%	4%	18%	+31%
Manufacturing	13%	26%	26%	6%	3%	26%	+30%
Public Transit	16%	27%	21%	10%	4%	22%	+29%
Banks	15%	29%	25%	11%	7%	12%	+27%
Cell/mobile phone service providers	15%	22%	29%	8%	6%	20%	+23%
Construction	9%	20%	29%	8%	4%	29%	+16%
Airlines	12%	22%	23%	13%	10%	20%	+11%
Insurance	8%	18%	28%	11%	8%	27%	+8%
Residential landlords	7%	16%	25%	12%	7%	33%	+4%

Legend: ■ Very good ■ Somewhat good ■ Neither good nor poor ■ Somewhat poor ■ Very poor ■ Don't know
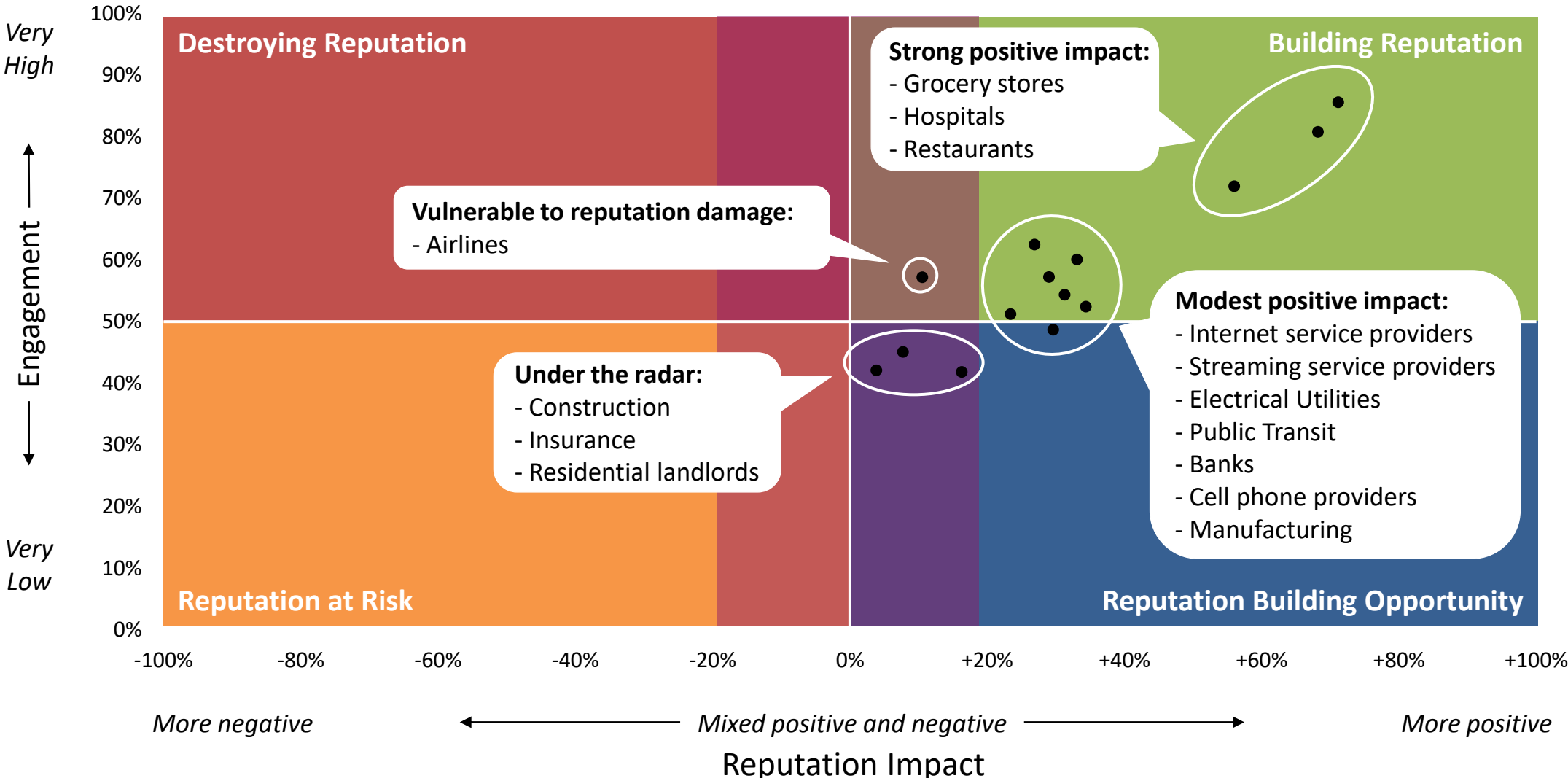
INNOVATIVE RESEARCH GROUP

Measuring Reputational Impact

When we measure the public's perception of industry response to the COVID-19 outbreak, we find that for some industries more people have an opinion – whether positive or negative – than other industries. We call this **engagement**. When we compare this to the **reputation impact** we see the potential for industries to build reputation or put their reputation at risk.

Engagement (vertical axis: *Very High* to *Very Low*)

Destroying Reputation

Perception of COVID-19 response more poor than good
50% or more of respondents say either good or poor

Building Reputation

Perception of COVID-19 response more good than poor:
50% or more of respondents say either good or poor

Reputation at Risk

Perception of COVID-19 response more poor than good
Less than 50% of respondents say either good or poor

Reputation Building Opportunity

Perception of COVID-19 response more good than poor
Less than 50% of respondents say either good or poor

More negative ← *Mixed positive and negative* → *More positive*

Reputation Impact

Reputational impacts: Grocery stores, hospitals and restaurants are building on a positive reputation with their response to COVID-19

No industries we tested are seeing a clear negative reputation impact so far. Grocery stores, hospitals, and restaurants stand out with both high engagement and strongly positive impacts. Airlines are most at risk with an impact that – while net positive – is decidedly mixed.

Destroying Reputation

Building Reputation

Strong positive impact:
- Grocery stores
- Hospitals
- Restaurants

Vulnerable to reputation damage:
- Airlines

Modest positive impact:
- Internet service providers
- Streaming service providers
- Electrical Utilities
- Public Transit
- Banks
- Cell phone providers
- Manufacturing

Under the radar:
- Construction
- Insurance
- Residential landlords

Reputation at Risk

Reputation Building Opportunity

Engagement — Very High / Very Low

Reputation Impact

More negative — Mixed positive and negative — More positive

Survey Methodology

Survey Methodology

These are the results of an online survey conducted between April 20th and 22nd, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample. This survey includes oversamples of BC, Alberta and Ontario to take a deeper look at these provinces.

Sample Size: n=2,025 general population, 18 years or older. The results are weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: April 20th to April 22nd, 2020.

Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	202	10.0%	206	13.8%
Males 35-54	286	14.1%	251	16.7%
Males 55+	586	28.9%	272	18.1%
Females 18-34	213	10.5%	204	13.6%
Females 35-54	290	14.3%	260	17.4%
Females 55+	448	22.1%	307	20.4%
BC	336	16.6%	204	13.6%
Alberta	280	13.8%	170	11.3%
Prairies	116	5.7%	100	6.7%
Ontario	802	39.6%	573	38.2%
Quebec	350	17.3%	350	23.3%
Atlantic	141	7.0%	102	6.8%

For more information, please contact:

Greg Lyle
President
(416) 642-6429
glyle@innovativeresearch.ca

Building Understanding.